The rules are adequate. It seems you guys are trying to move stuff so fast that you aren't really thinking about the long term consequences. We do not live in a monolithic culture. There is no competition for my cable or any other services. I was paying \$50 per month for basic with no premiums because there was no other choice. I promise if you change the rules you will be doing much more harm than good and everyone, in some way will be negatively affected over the long run. Please do not change the rules.